

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method of purchasing goods or services, comprising:

creating a wireless service account in response to an entity having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider;

crediting said wireless airtime units to said wireless service account based on an interaction of said entity with a web site of a seller of goods or services; and

directing payment for goods or services with said wireless airtime unit[[s]] credited to said wireless service account.

2. (original) The method of purchasing goods or services according to claim 1, wherein:

    said directing payment is for payment of goods.

3. (canceled)

4. (canceled)

5. (original) The method of purchasing goods or services according to claim 1, wherein:

    said directing payment is for payment of a service.

6. (original) The method of purchasing goods or services according to claim 1, wherein:

    said directing payment transfers wireless airtime units from a buyer's account to a seller's account.

7. (original) The method of purchasing goods or services according to claim 6, wherein:

    said wireless airtime units can be used in a metered wireless communications system.

8. (original) The method of purchasing goods or services according to claim 6, wherein:

    said wireless airtime units can be used in post-paid wireless communications system.

9. (currently amended) A method of providing e-commerce incentives, comprising:

    create a wireless service account in response to a user having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider; and

    offering said wireless airtime units to said user in response to said user having actively interacted with a said given web site.

10. (original) The method of providing e-commerce incentives according to claim 9, wherein said action on said web site comprises:

    selection of an electronic advertisement.

11. (original) The method of providing e-commerce incentives according to claim 9, wherein said action on said web site comprises:

    returning to said web site.

12. (original) The method of providing e-commerce incentives according to claim 9, wherein said action on said web site comprises:  
obtaining electronic services.

13. (original) The method of providing e-commerce incentives according to claim 9, further comprising:

monitoring said web site to determine if said user performs said action on said web site.

14. (currently amended) The method of providing e-commerce incentives according to claim 13, further comprising:

creating [[a]] said wireless service account for said user in response to said user performing said action on said web site.

15. (original) The method of providing e-commerce incentives according to claim 14, further comprising:

crediting said wireless service account with said wireless airtime units.

16. (original) The method of providing e-commerce incentives according to claim 14, further comprising:

crediting said wireless service account when said user purchases wireless airtime units.

17. (original) The method of providing e-commerce incentives according to claim 15, further comprising:

reducing a count of wireless airtime units in said wireless service account when said user uses a wireless communications device based on said wireless service account.

18. (currently amended) A method of conducting e-commerce, comprising:

creating a wireless service account in response to a user having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider;

offering said wireless airtime units to said user in exchange for said user actively interacting with a said given web page; and

crediting a wireless device account associated with said user with a given number of said wireless airtime units based on said user having actively interacted with said a given web page.

19. (original) The method of conducting e-commerce according to claim 18, further comprising:

creating a wireless service account for said user in response to said user accessing said electronic information.

20. (original) The method of conducting e-commerce according to claim 18, wherein:

said wireless account is a metered wireless service account.

21. (currently amended) A method of paying for an offering, comprising:

creating a wireless service account in response to an entity having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider;

crediting said wireless airtime units to a wireless service account based on an interaction of said entity with a web site of a seller of goods or services;

maintaining a count of said wireless airtime units in said wireless service account associated with an entity; and

reducing said maintained count of wireless airtime units in said wireless service account when said entity exchanges said wireless airtime units for a given good or service.

22. (original) The method of paying for an offering according to claim 21, further comprising:

selling a product through a web site wherein said product can be purchased in exchange for a predefined number of said wireless airtime units in a wireless service account associated with a purchaser of said product.

23. (original) The method of paying for an offering according to claim 21, further comprising:

accepting a predefined number of said wireless airtime units in exchange for said offering.

24. (original) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are earned by performing an action on a web site.

25. (original) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are earned by visiting a web site.

26. (original) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units represent metered wireless services.

27. (original) The method of paying for an offering according to claim 21, further comprising:

crediting at least one wireless airtime unit to said wireless service account in response to behavior by said entity.

28. (original) The method of paying for an offering according to claim 21, further comprising:

crediting one or more wireless airtime units to said wireless service account in response to said entity visiting a web site.

29. (canceled)

30. (canceled)

31. (canceled)

32. (canceled)

33. (canceled)

34. (canceled)

35. (canceled)

36. (canceled)

37. (canceled)

38. (currently amended) An incentive offering system, comprising:  
a wireless service account associated with an entity, said wireless  
service account maintaining a count of wireless airtime units; and  
a processor in communication with both an e-tailer website and  
said wireless service account, said processor being configured to create said  
wireless service account in response to said entity having actively interacted with  
said e-tailer web site and to increase said count of wireless airtime units when  
said entity actively interacts with a given feature of said e-tailer web site;

wherein said e-tailer secures said wireless airtime units from a  
service provider.

39. (original) The incentive offering system according to claim 38,  
wherein:

    said e-tailer's web site is configured to monitor activity of said entity  
to determine if said entity has earned offered wireless airtime units; and

    said e-tailer's web site is configured to communicate with said  
processor to update said wireless service account with said earned wireless  
airtime units.

40. (original) The incentive offering system according to claim 38,  
wherein:

    said wireless service account is updateable with additionally  
purchased wireless airtime units from said e-tailer.

41. (original) The incentive offering system according to claim 38,  
wherein:

    said wireless service account is updateable with additionally  
    purchased wireless airtime units from said wireless service account.